

March 2004

Calendar of Events

Published by:

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In Cooperation With:

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April 6
8:00-10:00 a.m.

Breakfast Seminar on International Legal, Tax, and Export Enforcement Issues Post 9/11

Ballard, Spahr, Andrews, & Ingersoll LLP, the Utah Department of Community and Economic Development, and the Salt Lake City Export Assistance Center are sponsoring a breakfast seminar focusing on new legislation affecting international business transactions enacted or enforced since 9/11. The new legislation presents new and unique challenges to companies that invest and sell into foreign markets. The seminar will touch on compliance with regulations dealing with: Foreign Corrupt Practices Act; The Patriot Act; Export Administration Act. Representatives from Ballard Spahr Andrews & Ingersoll, KPMG, Zion's National Bank and the U.S. Department of Commerce will cover legal, tax, and enforcement issues while offering practical suggestions on the navigation of regulations affecting the flow of goods and funds internationally.

Location:
Cost:

Little America Hotel, 500 South Main Street, S.L.C., Utah 84101
Free, Registration begins at 7:30 a.m. Continental breakfast provided By Friday, April 2 to Lana Mills by phone: 531-3062, by email: mills@ballardspahr.com, or by fax: 321-9062. Please provide your name, company or organization, and phone number.

April 13-14
8:30 a.m.-
4:30 pm

Going Global- Nxlevel™ Guide To International Trade

Accel Financial is offering a two-day workshop that is a must for persons who want to start or grow their business through exporting or importing. Workshop materials are designed to assist international entrepreneurs in developing a comprehensive marketing plan.

Location:
Cost:

University of Phoenix, SLC Campus, 5373 S. Green Street @ IH 15
Price is \$295.00 per person. (Discounts for multiple participants) Price includes a 550 printed page resource guide & lunch both days.

Registration:

Register online @ www.accelfinancialinc.com or contact Randy Roberts at 801-641-1454 for additional information. Space is limited.

May 18
7:30 a.m. -
5:00 p.m.

Automated Export System (AES) Workshop

To improve national security, Public Law 107-228 was signed on September 30, 2002 by President Bush requiring exporters export information through the Automated Export System (AES). If you are still filling out the paper Shipper's Export Declaration (SED), you only have until mid-2004 before you are mandated to use AES to file your export information. If shippers do not use the AES, they will be fined and their shipments seized by Customs officials. The AES Workshop allows you to get prepared for this requirement. Experts from the U.S. Census Bureau and the U.S. Bureau of Customs and Border Protection will present the new regulations and how to submit Shipper's Export Declarations (SED) through the AES. Topics covered include: filling required export information; the Automated Export System (AES); Schedule B classifications; Port requirements; Efforts against terrorism & international narcotics trafficking. Continental breakfast, lunch, and seminar handouts included in participation fee. If you would like hands-on training, on the next day, plan to attend the AESPCLink Certification Workshop.

Location:
Cost:
Registration:

Hilton- Salt Lake City, 255 South West Temple, S.L.C., Utah
\$150 for first registrant, \$100 for additional registrants from same company
On-line at: <http://www.census.gov/mso/www/training/index.htm> or by calling the Salt Lake Export Assistance Center at 801-524-5116.

May 19
8:30 am-12:00 pm
1:30 pm- 5:00 pm

AESPCLink Certification Workshop

The AESPCLink Certification Workshops include an overview of the Automated Export System, hands-on PC training, and filing sample Shipper's Export Declarations (SEDs) via AESPCLink. (You may bring samples of SEDs filed by your company for practice.) Participants will be presented with certificates upon completion.

Location:

Salt Lake Community College - Redwood Campus
4445 South Redwood Road, S.L.C., Utah 84123

Cost:
Registration:

\$40 per person
On-line at: <http://www.census.gov/mso/www/training/index.htm> or by calling the Salt Lake Export Assistance Center at 801-524-5116.



Trade Events



Access Eastern Mediterranean Program: Egypt, Israel, Turkey, Jordan, Lebanon, and West Bank/Gaza

The Access Eastern Mediterranean Program is a new and innovative regional export promotion program offered by the U.S. Commercial Service in Turkey, Egypt, Israel, Jordan, Lebanon and West Bank/Gaza. This program promotes your products and services at a low cost, yet very effective way to simultaneously explore the five best products industries in these respective six markets via a single unified service between April 15 and June 21, 2004. During the month-long basic events, company and product descriptions will be posted to our regional password-accessed website. Next, Commercial Specialists in each of these markets will actively promote the event to literally hundreds of local contacts while simultaneously identify potential agents and distributors. Learn more about the program and get maximum exposure to the region's 150 million consumers. <http://www.buyusa.gov/easternmed>

Promote Your Products/Services via a Unique Set of Activities

- You register just once to explore opportunities in all six markets!
- Commercial Specialists promote your products to hundreds of local contacts.
- Your products/services are featured on our AEM website.
- Some events include Catalog Show booths at local industry trades shows
- We track all responses and send you six Results Reports.

ACE, Building, Construction	April 2004
Energy, Oil/Gas, Electricity	May 2004
Healthcare Products and Services	May 2004
ICT/Telecom Eq. and Services	June 2004

See full details/register online or contact Alan Wielunski : alan.wielunski@mail.doc.gov

REPCAN 2004: Trade Mission to Canada

The International Trade Administration of the Department of Commerce, U.S. Commercial Service of Canada will be sponsoring REPCAN 2004 June 16-17, a special trade mission to Canada. The sponsored event is a multi-sector matchmaking service provided to small and mid size companies with export readiness. The event will allow participants to familiarize themselves with the business sectors in Canada and provide low cost entry strategies and valuable contacts with agent, distributors, joint venture partners, and end users. Each participant will be part of a two-day program designed to line up individual business appointments with pre-qualified prospective partners. The program will also facilitate the introduction to product and service display facilities as well as extensive individual market exposure in the Canadian market. To learn more about REPCAN 2004 and what services are available for your company contact Rita Patlan and/or visit the REPCAN 2004 info page:

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U.S. Commercial Service, Toronto
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REPCAN 2004: http://www.ita.doc.gov/doctm/repcan_can_0604.html



Trade Resources



Target foreign markets with your product in the local business language using FUSE

Featured U.S. Exporters or FUSE is a directory of U.S. products listed on U.S. Commercial websites around the world. By meeting certain guidelines, you can sign up online and receive this free service offered by the Department. In the respective local market your product will be listed by industry sector accessible by in country potential interested partners. Representation is made available in the following countries:

Australia	Costa Rica*	Israel*	Portugal	Taiwan	West Africa*
Austria	Germany	Italy	Saudi Arabia	Thailand	
Canada	Greece*	Japan*	Slovakia*	Ukraine*	
China	Hong Kong	Korea	Singapore	United Kingdom	
Columbia	Indonesia	New Zealand	Switzerland	Vietnam*	

**For indicated markets, you may be asked to provide a translation of your product description in the local language of business. Translation by the Commercial Service is available for a nominal fee, but you are not required to use our translation service.*

FUSE allows your company's product to receive international exposure in the foreign markets you desire. To request a free listing visit the website below and fill out the online form indicating the countries where you would like your company's product information listed. <http://www.buyusa.gov/home/fuse.html>



Trade News



Mandatory Electronic Shipper's Export Declaration (SED) filing effective April 2004

Begging in April 2004 all SED documentation will no longer be accepted in paper format but require electronical submission. The new electronic form, the electronic SED equivalent, is called the Automated Export System (AES) record. The AES, or previously known SED, is a nationwide system designed to ensure compliance with and enforcement of export-related laws, improve trade statistics, reduce duplicate reporting, and improve customer service. As with the SED, the AES record is mandatory and must be filed for any shipment exceeding \$2500. All previous requirements and exemptions with the SED apply to the new AES.

An exporter must determine if the value of their shipment matches the AES requirements. After determining this, the exporter or their authorized agent can file using the automated system. Often, freight forwarding agents have the technical capabilities available for filing electronically and can file if given authorization by the USPPI (US Principal Party of Interest). The USPPI is defined as the "the person in the United States who receives the primary benefit, monetary or otherwise, of the export transaction". Generally, that person is the U.S. seller, manufacturer, order party, or foreign entity. The USPPI ultimately has the obligation and responsibility for the successful filing of the AES.

The new filing system proposes several advantages. Some of the advantages of the new system include greater export compliance facility, quicker confirmation responses, decreased paper filing costs, and the elimination of costly and timely compliance reviews.

For more information related to compliance and other questions concerning AES visit AESDirect website at: <http://www.aesdirect.gov>

EU Trade Sanctions against the U.S. calls for new export duties

After several years of litigation and dispute, In May 2003, the WTO Dispute Settlement Body authorized the EU to impose a \$4.043 billion price tag of sanctions on U.S. exports if the United States failed to comply with FSC/ETI provisions of the U.S. Internal revenue code. The WTO submitted that the code was a breach of WTO rules and provided an unfair export subsidy. Currently, the Administration and Congress are working to repeal the FSC/ETI provisions to once again comply with the WTO ruling. However due to the fact that the repeal is in process and not in effect, on March 1, 2004 the EU did begin to impose trade sanctions on a number of U.S. products. The \$4.043 billion retaliation is not being executed in full force immediately, but will be phased in by parts. Presently, there will be a 5% duty increase on a number of exports with 1% increases following each month until reaching a ceiling cap of 17%. Below are a few questions with corresponding answers to frequently asked questions concerning the new EU Trade Sanctions imposed on U.S. imported goods.

How do I know if my product will face sanctions?

Refer to the HTS (Harmonized Tariff Schedule) nomenclature for your export products and the retaliation list provided on www.export.gov at this web link: http://europa.eu.int/eur-lex/pri/en/oj/dat/2003/l_328/l_32820031217en00030012.pdf. If upon review of the retaliation list your product is listed in compliance with the 6 digit HTS number, it is likely the export will be susceptible to the duty. To be assured if the duty is applicable, contact a freight forwarder, or European broker and/or distributor to obtain the 8 digit Combined Nomenclature (CN) number used in the EU. The CN code numbers are also made available for searching product listings on the EU's TARIC (Integrated Community Tariff) database.

What types of products are on the retaliation list?

The list contains 1,608 U.S. products that fall in 44 different HTS chapters. Product categories affected include: precious stones and metals, articles of jewelry, agricultural products (e.g. soybeans, linseed, sunflower seed, orange juice, horse meat), wood products, toys, sporting equipment, board games, textile and apparel products, refrigeration equipment, heavy machinery (engines, boilers, refrigerators), construction equipment and paper products.

What is the Administration doing to resolve the situation?

The Administration has stated that the United States will honor its WTO obligations. Complying with the WTO ruling on the FSC/ETI case requires a legislative change by Congress. The Administration continues to urge Congress to adopt such legislation in a timely manner. In addition, the Administration has been and continues to urge the European Union to exercise restraint, because imposing sanctions will also hurt European businesses.

Additional Q&A's as well as information on the WTO FSC/ETI dispute can be found at www.export.gov. For further questions or concerns regarding how the sanctions affect your company contact your local Export Assistance Center.

Attention Nutritionals Exporters: SANA 2004 is coming!

Exhibit at SANA 2004 in Bologna, Italy (September 9-12, 2004) and tap the Italian market without leaving your office!

The Commercial Service of the U.S. Department of Commerce and the Foreign Agricultural Service of the US Department of Agriculture are pleased to offer you a unique opportunity to enter the Italian market for health, natural, and environmentally friendly products through participation in the Catalog & Sample Exhibition within the US Pavilion at SANA 2004.

For the low fee of \$600, participation provides your company with:

- ◆ professional representation of your products in the Catalog & Sample Exhibition
- ◆ distribution of your product literature and samples to qualified booth visitors
- ◆ a list of qualified potential leads from the show
- ◆ display of your product samples at the SANA show

SANA is Europe's largest natural nutrition, health and environmental products show. SANA 2003 featured 1,600 exhibitors of which 400 were foreign companies. Visitors totalled 74,000 of which 52,000 were highly qualified Italian businesspersons and 3,400 were international visitors. In addition to the exhibit area, which is divided in three sectors, Nutrition, Health and Environment, SANA has a program of over 60 seminars and workshops and attracts more than 800 accredited press representatives.

For 6 years running, the Commercial Service of the US Department of Commerce and the Foreign Agricultural Service of the US Department of Agriculture have cooperated in organizing the US Pavilion at SANA. Participation provides you with all the specialized services your company needs to crack the lucrative and expanding Italian market. Note: the U.S. Commercial Service is also providing space in the US Pavilion to U.S. exporters. If you are interested in purchasing booth space and attending the show or would like additional information on the Catalog and Sample Exhibition, please contact David Fiscus at David.Fiscus@mail.doc.gov or 801-524-5116 at the Salt Lake City U.S. Export Assistance Center.

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